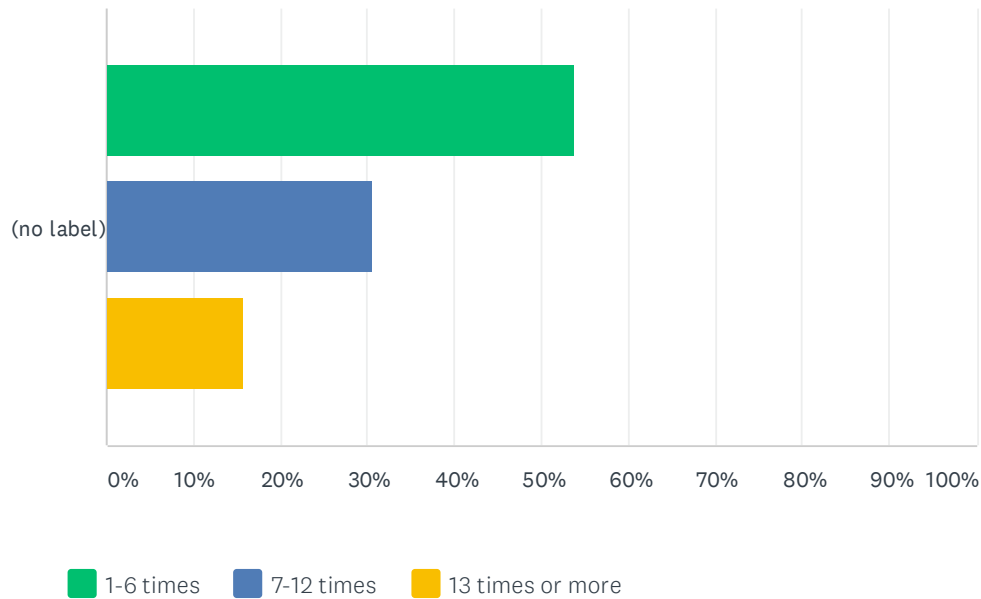


Q1 Prior to social distancing, approximately how many times did you attend a performing arts presentation in the past 12 months?

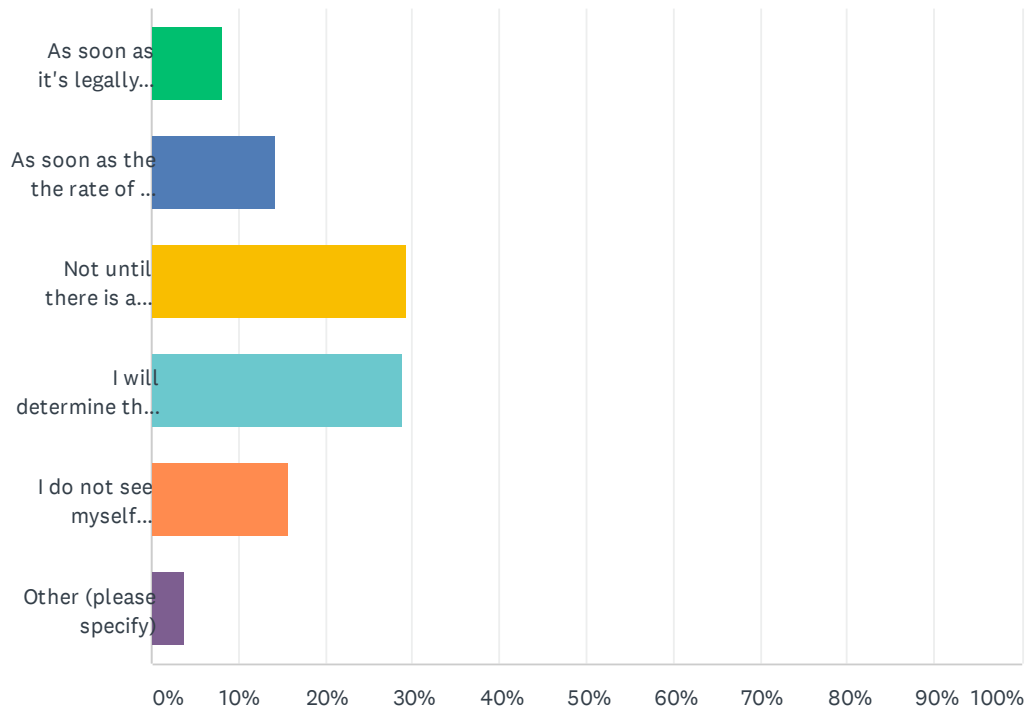
Answered: 3,805 Skipped: 16



	1-6 TIMES	7-12 TIMES	13 TIMES OR MORE	TOTAL	WEIGHTED AVERAGE
(no label)	53.72% 2,044	30.51% 1,161	15.77% 600	3,805	1.62

Q3 How will you determine that it's safe to return to performing arts venues and live presentations?

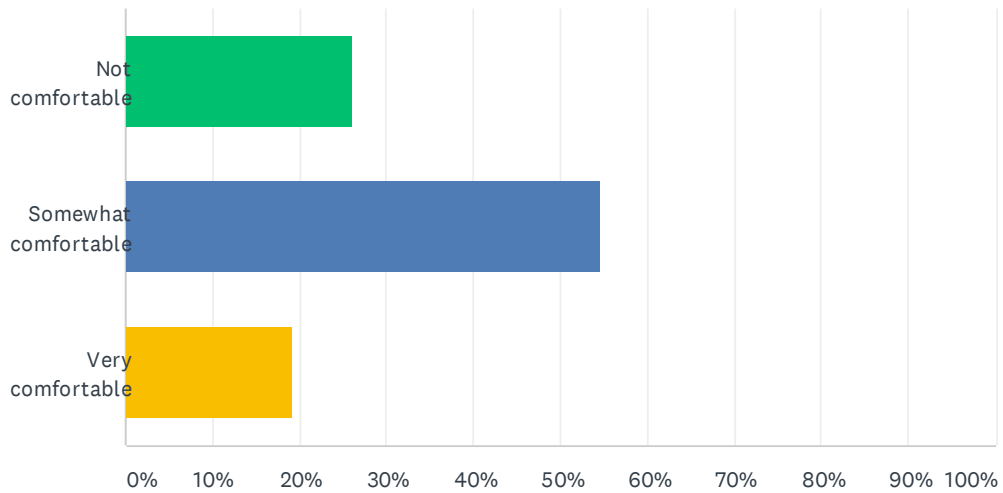
Answered: 3,808 Skipped: 13



ANSWER CHOICES	RESPONSES	
As soon as it's legally allowed	8.11%	309
As soon as the the rate of new infections drop to near zero	14.31%	545
Not until there is a vaccine or immunity to the virus	29.25%	1,114
I will determine that it is safe knowing that the venue is strictly enforcing the state's reopening guidelines.	28.91%	1,101
I do not see myself attending a show in the foreseeable future	15.60%	594
Other (please specify)	3.81%	145
TOTAL		3,808

Q4 How comfortable would you be attending an outdoor festival or concert?

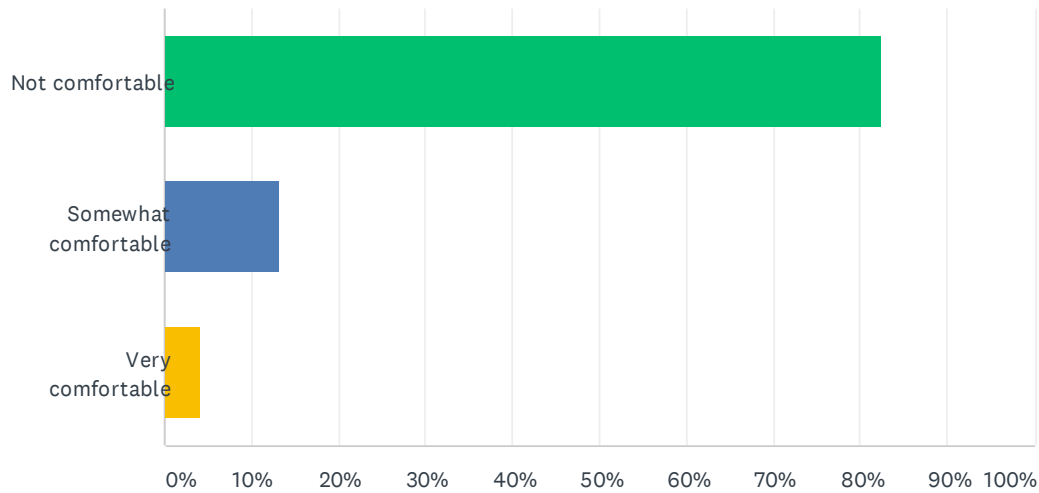
Answered: 3,803 Skipped: 18



ANSWER CHOICES	RESPONSES	
Not comfortable	26.16%	995
Somewhat comfortable	54.59%	2,076
Very comfortable	19.25%	732
TOTAL		3,803

Q5 How comfortable would you be attending a comedy club or live music venue without seats?

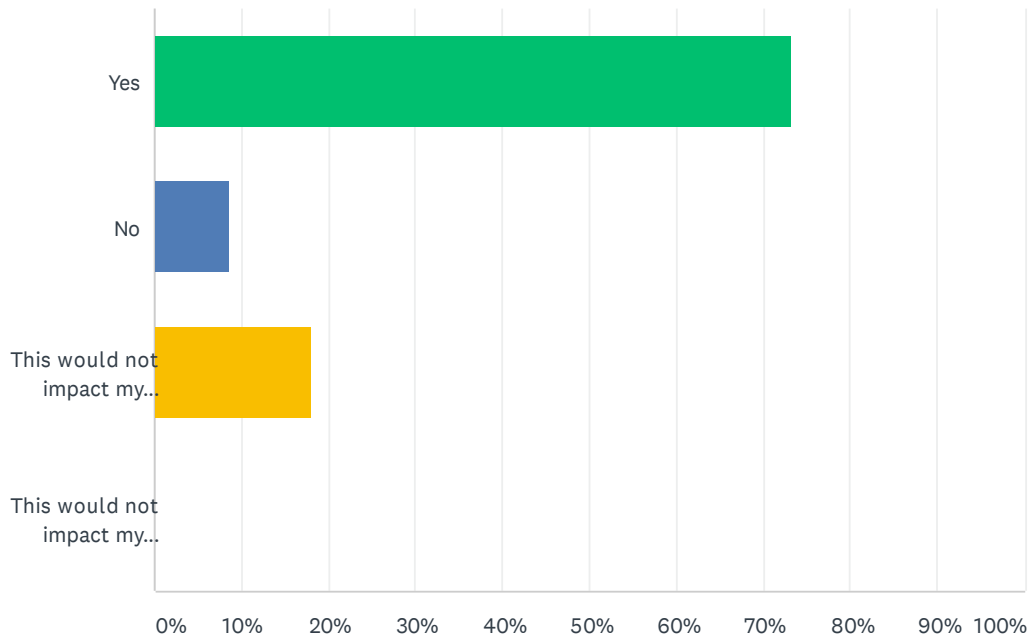
Answered: 3,812 Skipped: 9



ANSWER CHOICES		RESPONSES	
Not comfortable		82.53%	3,146
Somewhat comfortable		13.22%	504
Very comfortable		4.25%	162
TOTAL			3,812

Q6 Does the size of a venue and seating area determine your comfort level even when safety measures are in effect?

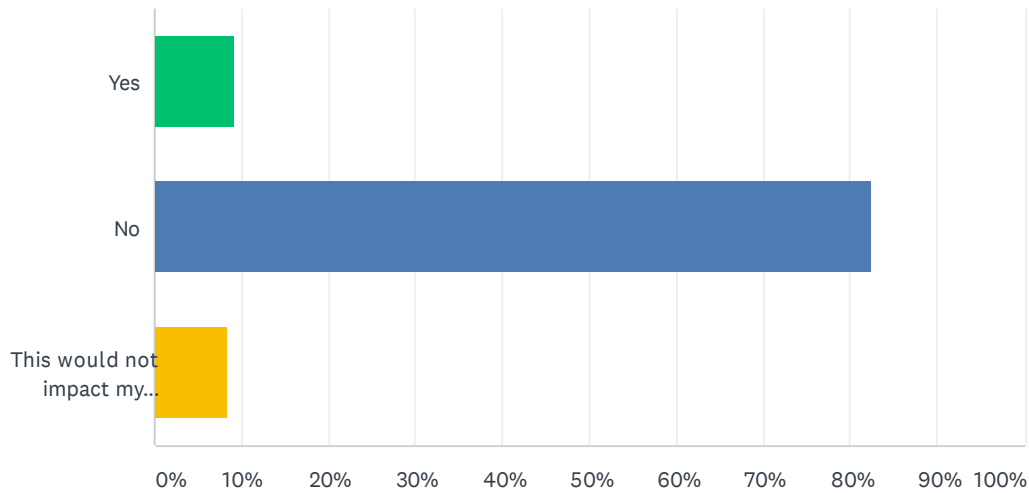
Answered: 3,808 Skipped: 13



ANSWER CHOICES	RESPONSES	
Yes	73.24%	2,789
No	8.67%	330
This would not impact my decision	18.09%	689
This would not impact my decision	0.00%	0
TOTAL		3,808

Q7 Would you attend a show if disinfecting and sanitation measures were the ONLY requirements for opening the performing arts venue?

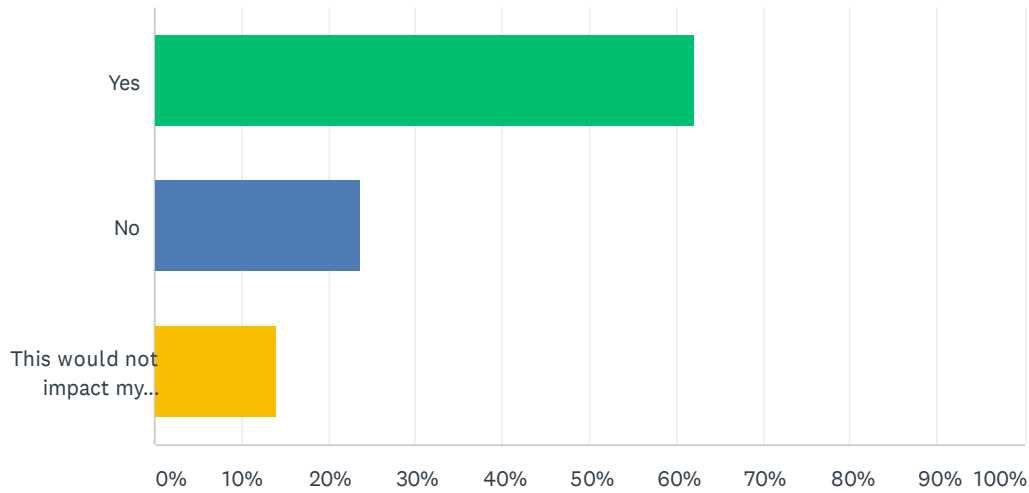
Answered: 3,805 Skipped: 16



ANSWER CHOICES	RESPONSES	
Yes	9.25%	352
No	82.42%	3,136
This would not impact my decision	8.33%	317
TOTAL		3,805

Q8 Would you attend a show if wearing a mask was strictly enforced?

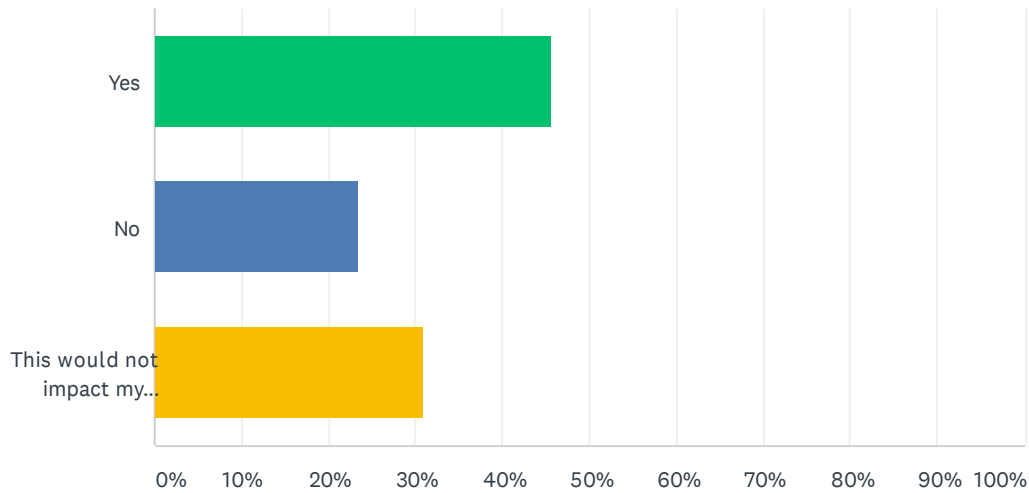
Answered: 3,773 Skipped: 48



ANSWER CHOICES	RESPONSES	
Yes	62.23%	2,348
No	23.67%	893
This would not impact my decision	14.10%	532
TOTAL		3,773

Q9 Would you attend a show if taking audience members' temperatures at the door was mandatory?

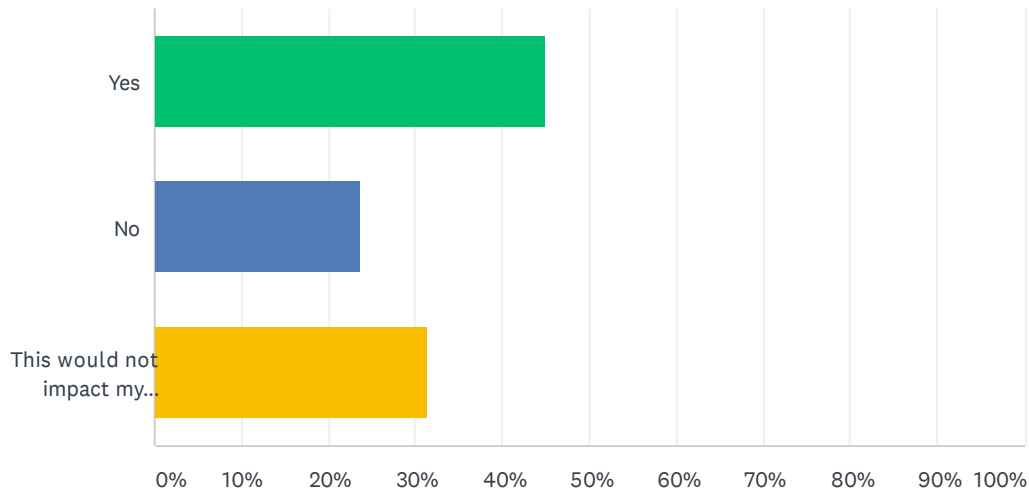
Answered: 3,786 Skipped: 35



ANSWER CHOICES	RESPONSES	
Yes	45.59%	1,726
No	23.48%	889
This would not impact my decision	30.93%	1,171
TOTAL		3,786

Q10 Would a venue with a HEPA air purification system affect whether or not you attended an indoor event?

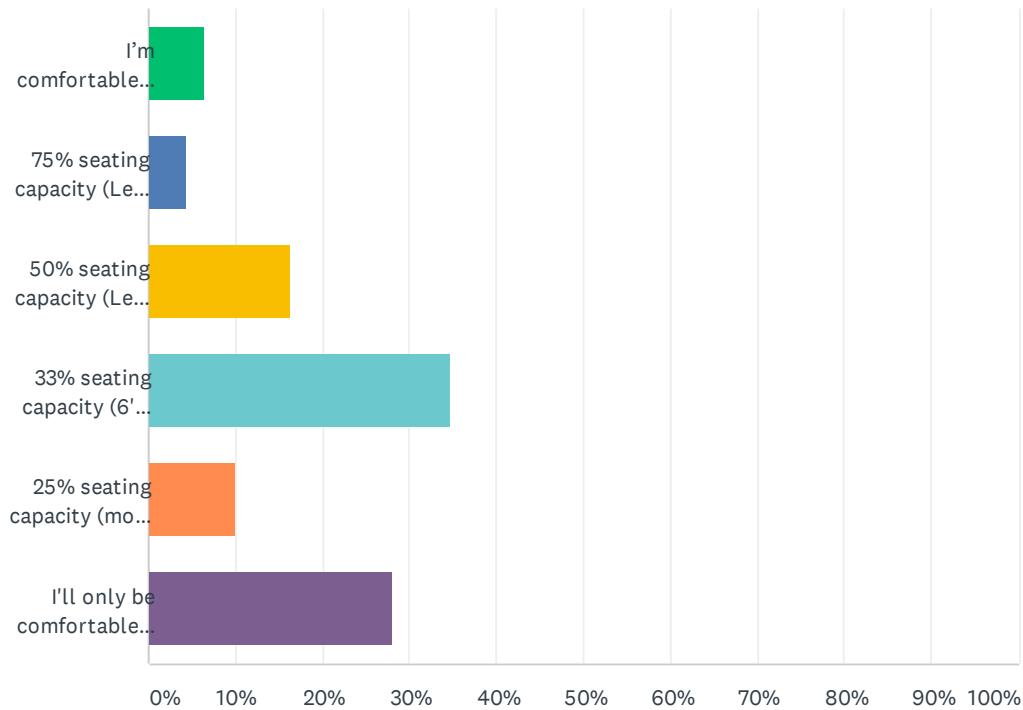
Answered: 3,781 Skipped: 40



ANSWER CHOICES		RESPONSES	
Yes		45.04%	1,703
No		23.67%	895
This would not impact my decision		31.29%	1,183
TOTAL			3,781

Q11 Provided there is NO outbreak/hot spots in the area, with what capacity seating would you feel comfortable?

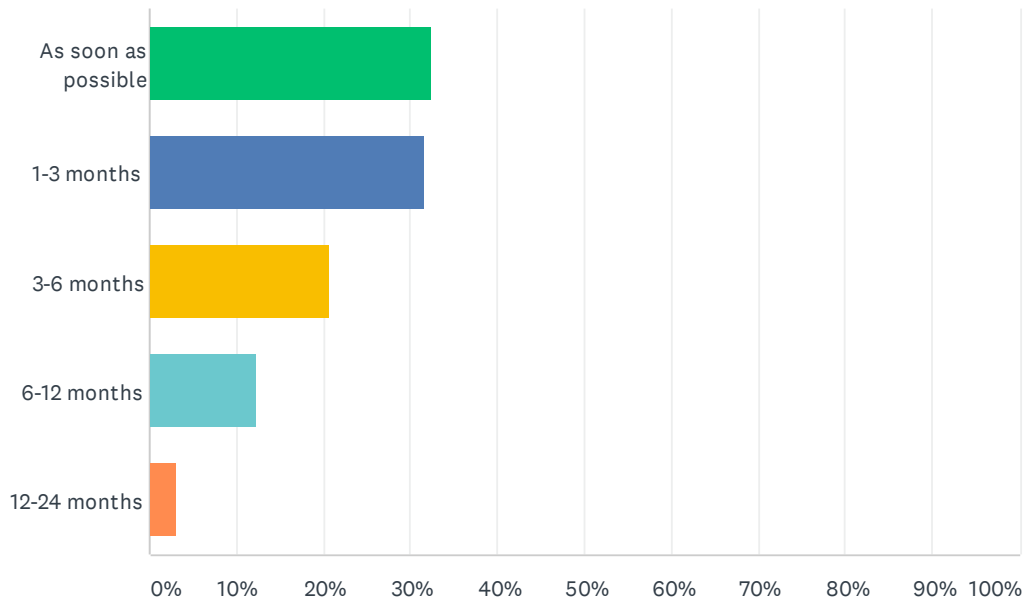
Answered: 3,780 Skipped: 41



ANSWER CHOICES	RESPONSES	
I'm comfortable with regular seating arrangements	6.46%	244
75% seating capacity (Less than 6' apart)	4.47%	169
50% seating capacity (Less than 6' apart)	16.27%	615
33% seating capacity (6' apart)	34.66%	1,310
25% seating capacity (more than 6' apart)	10.03%	379
I'll only be comfortable once there's a widely available vaccine	28.12%	1,063
TOTAL		3,780

Q12 After a vaccine is available, when will you feel comfortable returning to performing arts events?

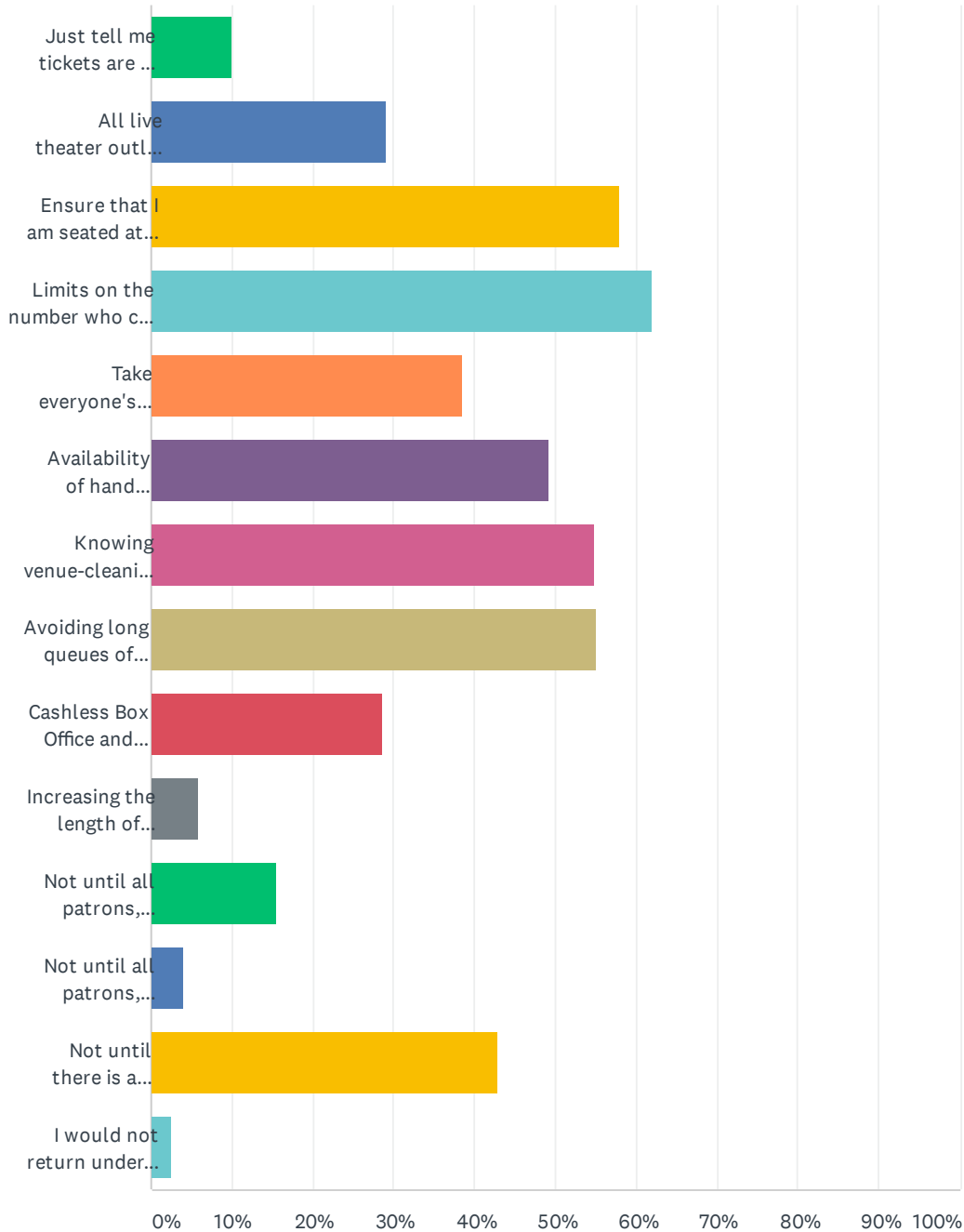
Answered: 3,766 Skipped: 55



ANSWER CHOICES	RESPONSES	
As soon as possible	32.34%	1,218
1-3 months	31.60%	1,190
3-6 months	20.66%	778
6-12 months	12.32%	464
12-24 months	3.08%	116
TOTAL		3,766

Q13 What would need to happen before you would return to see a live indoor production? (Check all that apply)

Answered: 3,761 Skipped: 60

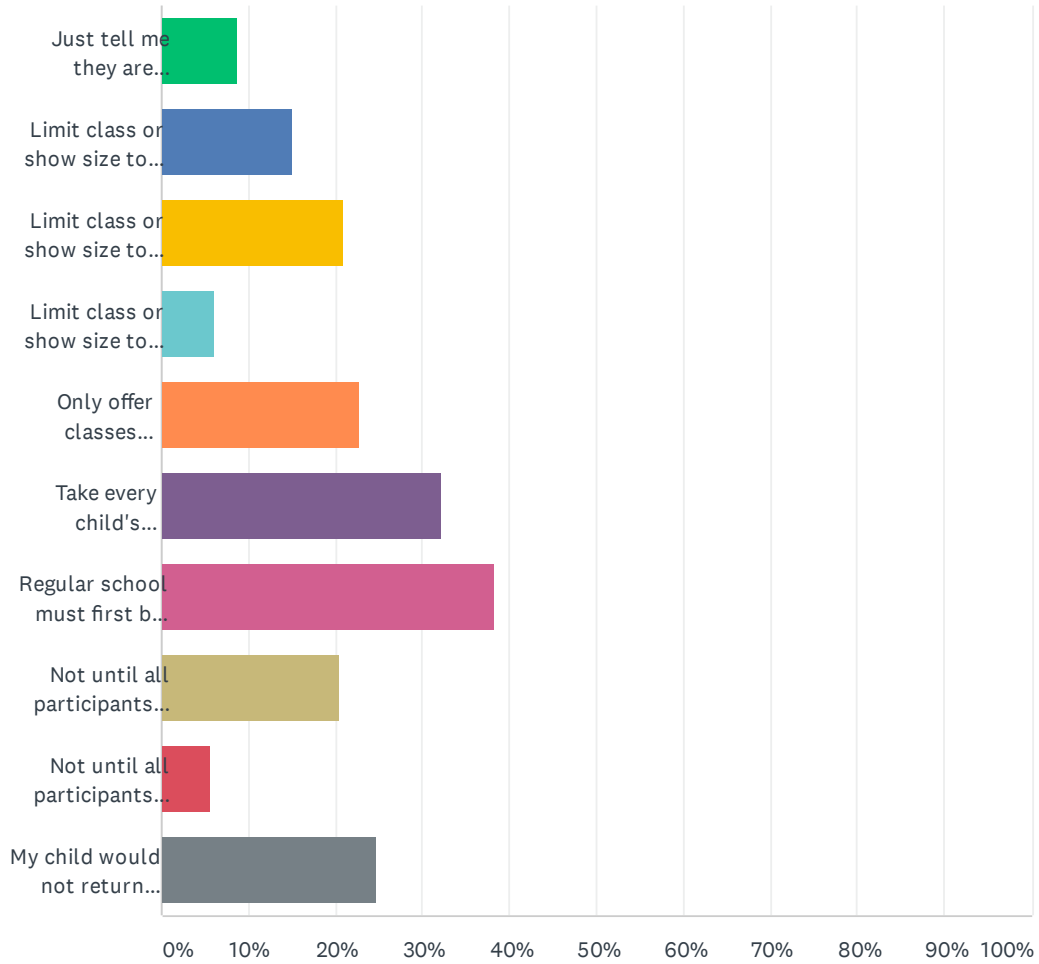


Audience Outlook Survey

ANSWER CHOICES	RESPONSES	
Just tell me tickets are on sale	10.13%	381
All live theater outlets must be approved to resume	28.98%	1,090
Ensure that I am seated at least 6' from people who are not immediate family members	57.86%	2,176
Limits on the number who can attend	61.95%	2,330
Take everyone's temperature upon arrival	38.50%	1,448
Availability of hand sanitizer	49.22%	1,851
Knowing venue-cleaning procedures	54.91%	2,065
Avoiding long queues of people	55.12%	2,073
Cashless Box Office and Concessions	28.58%	1,075
Increasing the length of intermission	5.80%	218
Not until all patrons, performers and production staff test negative for COVID-19	15.39%	579
Not until all patrons, performers, and production staff test positive for antibodies to COVID-19	3.94%	148
Not until there is a vaccine for COVID-19	42.81%	1,610
I would not return under any of these conditions	2.50%	94
Total Respondents: 3,761		

Q14 What would need to happen before you would send your child/children to an in-person class or audition? (Check all that apply)

Answered: 2,455 Skipped: 1,366

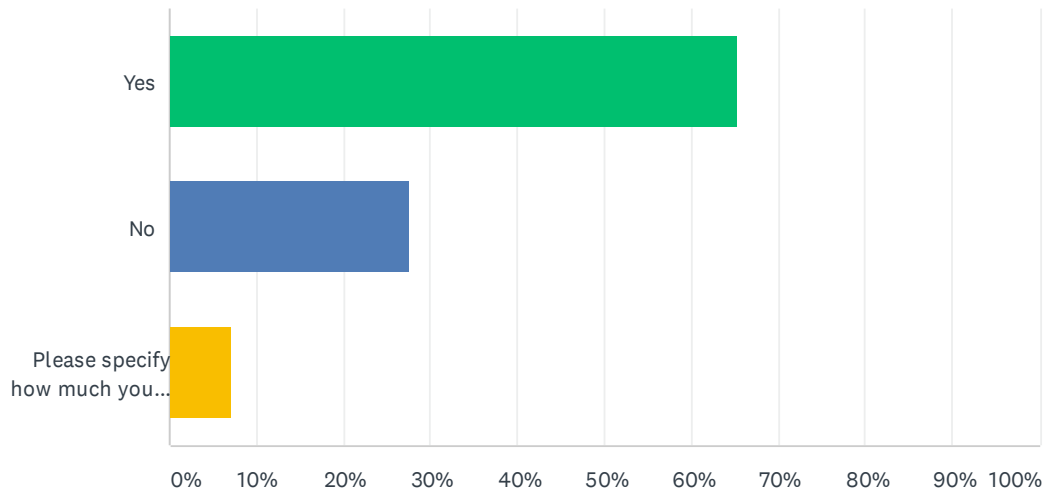


Audience Outlook Survey

ANSWER CHOICES	RESPONSES	
Just tell me they are happening	8.76%	215
Limit class or show size to 20 or less	15.03%	369
Limit class or show size to 10 or less	20.86%	512
Limit class or show size to 5 or less	6.07%	149
Only offer classes outdoors	22.77%	559
Take every child's temperature upon arrival	32.14%	789
Regular school must first be approved to resume	38.37%	942
Not until all participants and instructors test negative for COVID-19	20.49%	503
Not until all participants and instructors test positive for antibodies to COVID-19	5.62%	138
My child would not return under these conditions	24.68%	606
Total Respondents: 2,455		

Q15 Would you be willing to pay a higher ticket price to keep patrons safe?

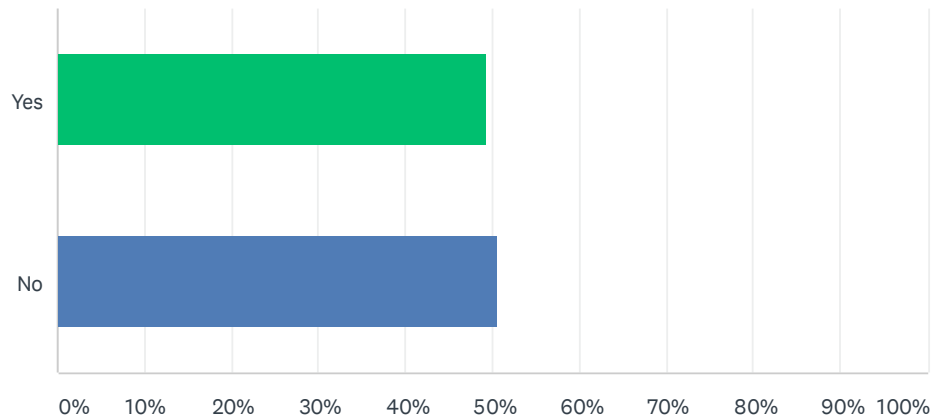
Answered: 3,700 Skipped: 121



ANSWER CHOICES	RESPONSES	
Yes	65.30%	2,416
No	27.68%	1,024
Please specify how much you would be willing to spend per ticket price to keep patrons safe? (Not required)	7.03%	260
TOTAL		3,700

Q16 Since physical distancing rules have come into effect, have you taken any opportunity to view any online shows?

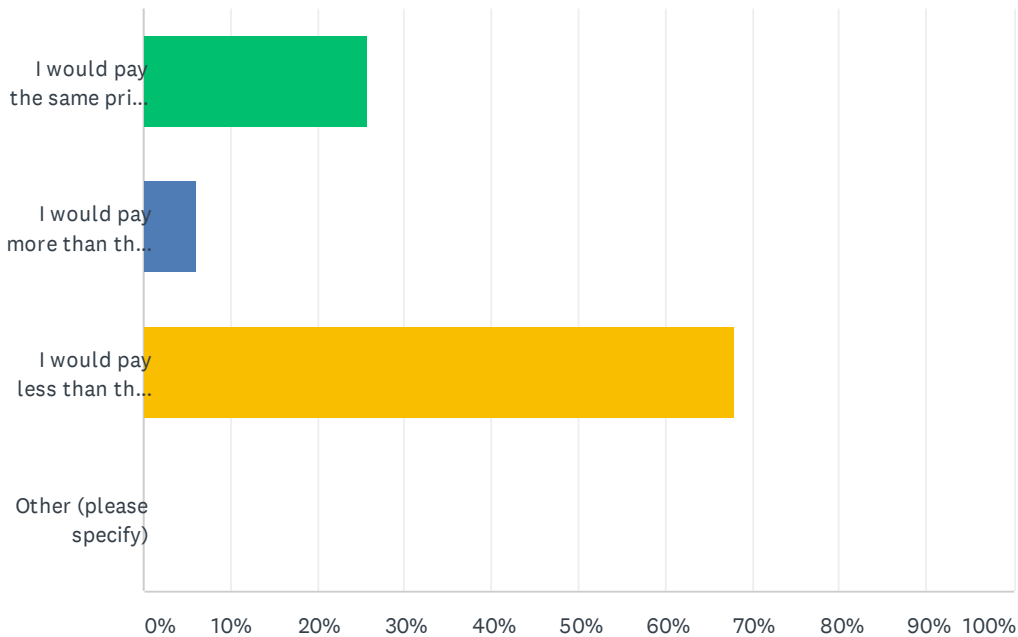
Answered: 3,786 Skipped: 35



ANSWER CHOICES	RESPONSES	
Yes	49.39%	1,870
No	50.61%	1,916
TOTAL		3,786

Q17 How much would you be willing to pay for exclusive access to online arts presentations or events?

Answered: 3,637 Skipped: 184



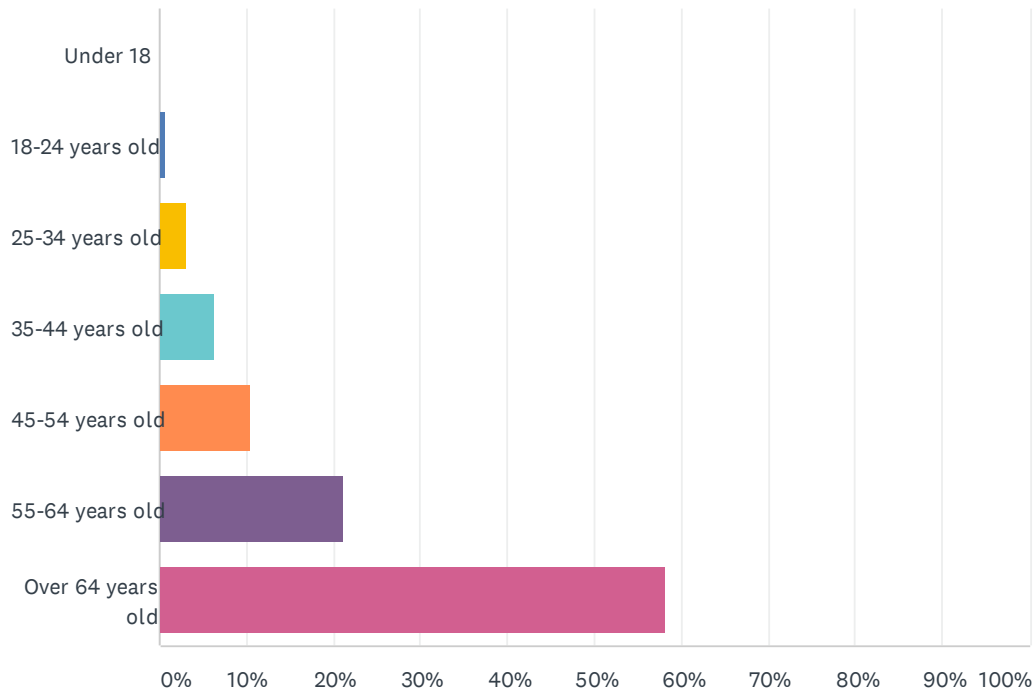
ANSWER CHOICES	RESPONSES	
I would pay the same price as if I were attending an event in person	25.82%	939
I would pay more than the standard ticket price	6.10%	222
I would pay less than the standard ticket price	68.08%	2,476
Other (please specify)	0.00%	0
TOTAL		3,637

Q18 What other ideas not mentioned would make a difference to your attending?

Answered: 1,132 Skipped: 2,689

Q19 Please indicate your age group. (Your survey responses will remain anonymous).

Answered: 3,774 Skipped: 47



ANSWER CHOICES	RESPONSES	
Under 18	0.05%	2
18-24 years old	0.69%	26
25-34 years old	3.23%	122
35-44 years old	6.28%	237
45-54 years old	10.52%	397
55-64 years old	21.14%	798
Over 64 years old	58.08%	2,192
TOTAL		3,774

Q20 In order to assess the survey results throughout Maine, please indicate you postal zip code in the space provided. (Your survey responses will remain anonymous).

Answered: 3,821 Skipped: 0